

**Bentonville Public Schools 2011 2012 Patron Survey
Draft 3
December 27, 2011**

Good AFTERNOON/EVENING. I'm NAME, calling from Market Research Associates. I'm not selling anything. I'm calling today on behalf of the Bentonville Public Schools to ask your opinion on some important educational issues in your community. My questions will take approximately 10 minutes. May I continue?

IF "NO," THANK AND TERMINATE.

IF "YES," CONTINUE.

1. Thank you. First of all, are you the MALE/FEMALE head of your household?

- ☐ Yes – ASK 2
- ☐ No – ASK TO SPEAK TO MALE OR FEMALE HEAD OF THE HOUSEHOLD. IF UNAVAILABLE, SET TIME FOR CALLBACK, THANK AND TERMINATE.

2. Are you, yourself, a registered voter?

- ☐ Yes – ASK 3
- ☐ No – ASK IF OTHER HEAD OF HOUSEHOLD IS A REGISTERED VOTER. IF YES, ASK TO SPEAK TO THAT PERSON. IF UNAVAILABLE, SET TIME FOR CALLBACK, THANK AND TERMINATE. IF NEITHER HEAD OF HOUSEHOLD IS A REGISTERED VOTER, THANK AND TERMINATE.

3. To make certain we have people participating in this survey from across the district, can you tell me if you live north or south of Highway 102, which is also known as Southwest 14th Street? Do you live east or west of Walton Boulevard, also known as Highway 112?

- ☐ North of Highway 102/Southwest 14th Street and east of Walton Blvd./Highway 112
- ☐ North of Highway 102/Southwest 14th Street and west of Walton Blvd./Highway 112
- ☐ South of Highway 102/Southwest 14th Street and east of Walton Blvd./Highway 112
- ☐ South of Highway 102/Southwest 14th Street and west of Walton Blvd./Highway 112

CHECK QUOTA AND EITHER CONTINUE OR THANK AND TERMINATE.

As you know, students in school are usually given a grade to reflect the quality of their work. Those grades are usually A, B, C, D or F. Based on your experience, the experience of your children, or things you have heard about the Bentonville Public Schools from others, please tell me what grade you would give the Bentonville Public Schools on each of the following items. Let's start with...
ROTATE QUESTIONS 4 THROUGH 10.

4. The number of students in each building

- ☐ A
- ☐ B
- ☐ C
- ☐ D
- ☐ F
- ☐ Don't Know (DON'T READ)

5. Value for the tax dollars spent

- ☐ A
- ☐ B
- ☐ C
- ☐ D
- ☐ F
- ☐ Don't Know (DON'T READ)

6. Quality of teachers

- ☐ A
- ☐ B
- ☐ C
- ☐ D
- ☐ F
- ☐ Don't Know (DON'T READ)

7. Safety of students

- ☐ A
- ☐ B
- ☐ C
- ☐ D
- ☐ F
- ☐ Don't Know (DON'T READ)

8. Quality of education in the Bentonville Public Schools

- ☐ A
- ☐ B
- ☐ C
- ☐ D
- ☐ F
- ☐ Don't Know (DON'T READ)

9. Quality of technology available to students

- ☐ A
- ☐ B
- ☐ C
- ☐ D
- ☐ F
- ☐ Don't Know (DON'T READ)

10. Quality of school facilities

- ☐ A
- ☐ B
- ☐ C
- ☐ D
- ☐ F
- ☐ Don't Know (DON'T READ)

11. As you may know, the Bentonville School District has had committees that have worked for a number of years on facility plans to help the district's buildings keep pace with the growing enrollment. Earlier this year, information about that work was presented in a public meeting and news reports have covered the work of the committee and the district. What have you heard about what's being discussed? PROBE FOR CLARITY.

Right now, the Bentonville Public School District is considering asking voters to support a millage (MILL-edge) proposal that would upgrade technology and other renovation projects at district buildings. But, the much larger part of any millage increase proposal that might come from the district would be related to facility changes that would help to ease the crowding at the high school level. Three options are being considered, and the school district would like to hear your thoughts.

ROTATE IN SETS – 12 AND 13, 14 AND 15, 16 AND 17

12. One idea is to construct a ninth-grade center on the current Bentonville High School campus, and move ninth-grade students out of the high school and into this building. That proposal would require an increase in taxes of about 13 dollars per month for the owner of a \$200,000 home in the district. How do you feel about this idea? Do you strongly support it, support it, oppose it, or strongly oppose it? DO NOT READ, "LEAN SUPPORT," "LEAN OPPOSE," OR "DON'T KNOW," BUT NOTE IF THEY ARE MENTIONED – UNAIDED – BY THE RESPONDENT.

- ☐ Strongly support – SKIP TO 14
- ☐ Support – SKIP TO 14
- ☐ Lean support (DON'T READ – SKIP TO 14)
- ☐ Lean oppose (DON'T READ – ASK 13)
- ☐ Oppose – ASK 13
- ☐ Strongly oppose – ASK 13
- ☐ Don't Know (DON'T READ – SKIP TO 14)

13. Why do you think you would oppose this idea? PROBE FOR SPECIFICS – COST, PROJECT DETAILS, ETC.

14. One idea is to construct a second high school that would be similar in size to Bentonville High School. Each of the two high schools would serve 9th through 12th grade students, and, generally speaking, students would attend the high school that was closest to their home. That proposal would require an increase in taxes of about 23 dollars per month for the owner of a \$200,000 home in the district. How do you feel about this idea? Do you strongly support it, support it, oppose it, or strongly oppose it? DO NOT READ, "LEAN SUPPORT," "LEAN OPPOSE," OR "DON'T KNOW," BUT NOTE IF THEY ARE MENTIONED – UNAIDED – BY THE RESPONDENT.

- ☐ Strongly support – SKIP TO 16
- ☐ Support – SKIP TO 16
- ☐ Lean support (DON'T READ – SKIP TO 16)
- ☐ Lean oppose (DON'T READ – ASK 15)
- ☐ Oppose – ASK 15
- ☐ Strongly oppose – ASK 15
- ☐ Don't Know (DON'T READ – SKIP TO 16)

15. Why do you think you would oppose this idea? PROBE FOR SPECIFICS – COST, PROJECT DETAILS, ETC.

16. One idea is to construct a smaller second high school that would serve 9th through 12th grade students, just as Bentonville High School does now. This high school would be an option for students who preferred a smaller high school experience. That proposal would require an increase in taxes of about 18 dollars per month for the owner of a \$200,000 home in the district. How do you feel about this idea? Do you strongly support it, support it, oppose it, or strongly oppose it? DO NOT READ, "LEAN SUPPORT," "LEAN OPPOSE," OR "DON'T KNOW," BUT NOTE IF THEY ARE MENTIONED – UNAIDED – BY THE RESPONDENT.

- ☐ Strongly support – SKIP TO 18
- ☐ Support – SKIP TO 18
- ☐ Lean support (DON'T READ – SKIP TO 18)
- ☐ Lean oppose (DON'T READ – ASK 17)
- ☐ Oppose – ASK 17
- ☐ Strongly oppose – ASK 17
- ☐ Don't Know (DON'T READ – SKIP TO 18)

17. Why do you think you would oppose this idea? PROBE FOR SPECIFICS – COST, PROJECT DETAILS, ETC.

18. If the final proposal included a solution for the high school crowding issue – either a smaller second high school, a full-size second high school, or the construction of a ninth-grade center – that the district believed was the best – but it wasn't your first choice, how do you think you would vote? Do you think you would definitely vote yes, probably vote yes, probably vote no, or definitely vote no?

- ☐ Definitely vote yes
- ☐ Probably vote yes
- ☐ Probably vote no
- ☐ Definitely vote no
- ☐ Don't Know (DON'T READ)

19. How long have you, yourself, lived within the boundaries of the Bentonville Public Schools? Is it...READ ANSWERS

- ☐ Less than 2 years
- ☐ 2 years to 5 years
- ☐ More than 5 years to 10 years
- ☐ More than 10 years to 15 years
- ☐ More than 15 years or
- ☐ I've lived here all my life

20. In what age group are you? Is it...READ ANSWERS

- ☐ 18 to 24
- ☐ 25 to 34
- ☐ 35 to 44
- ☐ 45 to 54
- ☐ 55 to 64
- ☐ 65 or older
- ☐ Refused – DON'T READ

21. Do you have any children or grandchildren who attend school in the Bentonville Public Schools right now? CLARIFY "YES" ANSWERS, BY ASKING, "IS THAT YOUR CHILDREN, YOUR GRANDCHILDREN, OR BOTH?"

- ☐ Yes, children – SKIP TO 23
- ☐ Yes, children and grandchildren – SKIP TO 23
- ☐ Yes, grandchildren – ASK 22
- ☐ No – ASK 22

22. Do you have any children or grandchildren who previously were students in the district, but who have graduated? CLARIFY "YES" ANSWERS, BY ASKING, "IS THAT YOUR CHILDREN, YOUR GRANDCHILDREN, OR BOTH?"

- ☐ Yes, children
- ☐ Yes, children and grandchildren
- ☐ Yes, grandchildren
- ☐ No

23. And, finally, did you, yourself, vote in the April 2010 millage election for the Bentonville School District?

- ☐ Yes
- ☐ No
- ☐ Don't know/Don't remember – DON'T READ
- ☐ Refused – DON'T READ

THANK AND TERMINATE